

# Technical Specifications

## BACKLIGHT COLUMN



<b>Paper format</b>	8/1 format, 118.5 cm x 350 cm (W x H), visible area, centred: 113 cm x 337 cm (W x H)
<b>Material</b>	135–150 g/m2 matt white-coated specially produced high-quality art paper for backlighting
<b>Printing</b>	Offset or digital printing, Recommendation: Double-sided offset color printing Please contact the print shop to obtain precise specifications for the print files
<b>Paper grain</b>	Uniform grain direction on all sheets
<b>Image overlap</b>	On the sides where the sheets are joined, the posters must have a border of at least 8 mm wide to allow image overlap
<b>Delivery</b>	Posters should be delivered as 2-piece in 4/1 format and must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date; posters should be cut to the correct format, should be grouped by image, should be placed face down on a palette, and should be on separate palettes for each customer. Separate palettes should also be used if there are more than 100 sheets per medium; max. of 1,500 sheets per palette.
<b>Backup posters</b>	10% per poster image and city; for 1–30 posters, 20% per image and city

